

# TOSHIBA



## TOSHIBA TACKLES PITTSBURGH STEELERS DOCUMENT NEEDS

**Customer:** Pittsburgh Steelers

**Country:** USA

**Industry:** Professional Sports

With six sterling silver Lombardi Trophies gleaming in their Heinz Field lobby, the Pittsburgh Steelers are recognized as a barometer for NFL success. The team's on-field prosperity is rarely in question; tackling its extraordinary printing needs across separate locations though, was another matter.

Like other successful professional sports organizations, the Steelers produce massive amounts of printed materials to ensure their on and off-field operations run as smoothly as a Ben Rothliesberger two-minute, touchdown drive.

### TACKLING PRINTING NEEDS

Beyond meeting the printing needs at its Heinz Field, UPMC Rooney Sports Complex and North Shore Place locations, supporting the Steelers requires providing round-the-clock support at the team's Saint Vincent College training camp facility in Latrobe, PA. A remarkable 200 percent increase in new Steelers employees in the last three years added to the complexity.

Soon after receiving an introduction from the Carolina Panthers, Steelers marketing and IT representatives met with Toshiba. "We went into the meeting with the understanding that Toshiba was exceeding the document solutions needs for another successful NFL organization," said Ryan Huzjak, Pittsburgh Steelers Vice President of Sales and Marketing. "Toshiba immediately impressed us by recommending products, services and applications that would handle our specific needs."



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Toshiba began transforming the team's document output infrastructure at the Steelers Saint Vincent College pre-season facility in late July and finished in time to kick off the season. Toshiba's technicians ensured the team's printing and scanning needs were being met. Whether scanning pre-season game plans to coaches' and players' tablets or printing team practice and individual workout schedules, the team execution was flawless.

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– Pittsburgh Steelers Vice President of Sales and Marketing, Ryan Huzjak



Heinz Field - home to Steelers' ticketing, sponsorship, marketing and operations and the team itself - represented a preliminary workflow hurdle. To address the vast array of output challenges, Toshiba installed seven color and seven monochrome models from the company's award-winning e-STUDIO line of multifunction printers (MFPs) throughout the complex.

With the influx of high-performance MFPs, Steelers' employees could now quickly create the vibrant collateral for current and prospective season ticket holders and sponsors. On gamedays, Toshiba's products generate large volumes of materials including pre-game notes, halftime stats and game summaries for press box reporters and guests.

UPMC Rooney Sports Complex - six miles from Heinz Field - is the Steelers' nerve center. It's where the team's IT center resides and the coaching staff strategize for Sunday success as well as where players train and rehabilitate from injuries. To adequately support the organization's core, it is vital to produce everything from playbooks and sideline play-calling cards to player training and rehab programs at a moment's notice. Steelers Head coach Mike Tomlin utilizes his personal e-STUDIO3505AC for scanning the team's weekly game plans to his coaches' and players' tablets.



“UPMC Rooney Sports Complex is the foundation of our organization and where we need the most comprehensive support with 24/7 uptime,” emphasized Huzjak. “Toshiba’s products have demonstrated an elite level of reliability and performance and allow us to fulfill this mission critical application for Coach Tomlin, his staff and the Steelers’ sports medicine and fitness training personnel.”

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Toshiba is also tackling the considerable print, copy and scanning needs of four Steelers Sideline stores and the team's merchandising facility, North Shore Place. The retail operation required a blend of Toshiba's most durable, robust and high-volume color and monochrome MFPs. By adopting Toshiba's next-generation e-STUDIO4505AC and e-STUDIO8508A models, Steelers' retail staff easily tackle such vital content needs including billing, inventory and shipping lists to employee memos and work schedules.

“Toshiba is more than simply an equipment provider for the Steelers family - they are a trusted partner who is always there for us,” Huzjak stated. “We have an incredibly expansive array of content that must be produced moment-to-moment for us to successfully operate. Toshiba's exceptional sales and support teams together with industry-leading products and services enable us to achieve such success.”

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